

QUARTERLY ISSUES / PROGRAMS REPORT

Station: KDND-FM

Location: Sacramento, California

For:

___	January-March	19___
X	April-June	1999
___	July-September	19___
___	October-December	19___

Attached are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issue-responsive programming or announcements during the reporting period.

KDND-FM ISSUE-RESPONSIVE PROGRAMMING

KDND-FM regularly broadcasts programs and informational messages dealing with issues that affect its listeners and the communities they live in. A description of this programming follows:

<u>Day/Time</u>	<u>Program</u>	<u>Description</u>
Sunday 5A-6A	Public File Host: Kat Maudru	Locally produced news and public affairs magazine show featuring in depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.
Sunday 6A-7A	The Parent's Journal	Weekly, one-hour family program hosted by Bobbi Conner.
Various Days & Time	Public Service Announcements	Brief, informational messages, that serve the community's needs and interests By promoting programs, activities or Services of governmental or non-profit organizations, or by otherwise informing listeners about community issues and events. PSA's are aired through the broadcast day.

KDND-FM also periodically produces and presents special programs that provide in-depth treatment of issues confronting the Sacramento area. These special programs are presented at various times during the broadcast day.

ASCERTAINED COMMUNITY ISSUES

Following is a list of issues which KDND-FM has determined to be of concern to Sacramento and to listeners through the KDND-FM service area.

1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. **ECONOMY**, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventative health care; and medical malpractice.
5. **ENVIRONMENT, ENERGY & TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
6. **MINORITIES, WOMEN & AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
7. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
9. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord / tenant relations; historical preservation; and mortgage rates.
10. **YOUTH & FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

ISSUES / PROGRAMS LIST

EDUCATION

Issue: Local Theater
Program: Public File
Date: May 16, 1999
Time: 6:30A-7:00A

Description: Tim Busfield is a strong advocate of quality local theater. His non-profit Fantasy Theater takes live, quality theater to public schools, hospitals and children's homes in the hopes that a child's first exposure to theater is a positive one. The organization also holds contests for youths to write scripts which would then be produced as plays presented by professional actors. The fund raiser the guest promoted benefits both the Fantasy Theater and the B Street Theater, which is among the original and among the only venues for professional live theater in the area.

Issue: Exposure to Classical Music
Program: Public File
Date: June 20, 1999
Time: 6:30A-7:00A

Description: The Music In The Mountain's Summer Festival's mission is to offer a series of world class concerts of chamber music, major orchestral works, choral masterpieces, and soloists in an atmosphere a pastoral splendor. Music has historically been a treasure kept in big cities, and people in more rural settings would have to travel to major metropolitan areas for professional entertainment. Their hope is to enrich the lives of people who live up in remote foothill communities with classical music, and perhaps give children and adults alike a first, positive exposure to live classical music.

ISSUES / PROGRAMS LIST

ECONOMY

Issue: Local Tourism & Convention Opportunities
Program: Public File
Date: April 11, 1999
Time: 6:30A-7:00A

Description: The bureau is in charge of promoting Sacramento as a convention venue, a vacation destination and a place for movie and commercial film makers to use as a location site. The agency has generated more than \$180 million for the local economy since July, yet operates on a budget of \$2.2 million annually. In fiscal year 1997-98 the agency was responsible for booking 227 conventions at the city's remodeled Convention Center. Because of the diverse locations, films are also a lucrative source of income for the area. And finally, the agency seeks to lure tourists to the area, either as a vacation destination or a place to visit en route to another destination.

Issue: Money Management
Program: Public File
Date: April 25, 1999
Time: 6:00A-6:30A

Description: The author of "The Energy of Money: A Spiritual Guide to Financial and Personal Fulfillment" asks the reader to look at how one does or does not use money as a tool to bring into reality what is important to them. She hopes to enhance the journey to financial wholeness for the millions of Americans who have been seeking a better game than "more". The author hopes that anyone who has ever been concerned about money will find both the cause of the concern and the solution in her book. The book presents 12 principles for personal fulfillment and through them the reader will begin to develop mastery with the energy of money.

ISSUES / PROGRAMS LIST

HEALTH

Issue: Alleviated Stress in the Workplace & in Your Life
Program: Public File
Date: April 4, 1999
Time: 6:00A-6:30A

Description: The guest says one million workers are absent from work daily because of job stress. Millions more grit their teeth and show up for jobs they hate. The guest's book addresses all the issues that perplex modern workers, guiding the working and time challenged reader to satisfying yet practical solutions. The book shows people how to leave the job they hate, replace the job they lost, enjoy the work they have and find the work they love while having a life. It also offers practical tips on how to deal with irritating co-workers and employers, how to manage on-the-job stress, how to evaluate a job situation to know if it's time to quit, how to network effectively for job leads and more.

Issue: Sleep Disorders
Program: Public File
Date: April 4, 1999
Time: 6:30A-7:00A

Description: Millions of Americans are suffering from daytime sleepiness so pervasive that it interferes with their daily activities. 40% of American adults claim they are so sleepy during the day that it interferes with their daily lives. According to parent reports, 60% of children under the age of 18 complained of feeling tired during the day and 15% admitted to falling asleep in school. 62% of adults reported driving while feeling drowsy, and 27% of adults dozed off while driving. The guest stressed the importance of enough sleep and offered suggestions for bettering the length and quality of sleep. He also discussed correctable medical conditions that affect sleep.

Issue: Breast Cancer
Program: Public File
Date: April 11, 1999
Time: 6:00A-6:30A

Description: The Race for the Cure raises money for breast cancer research, education, treatment and screening. Breast cancer is the leading killer of women age 35-54. Almost 44,000 women die every year in the United States from this disease. 182,200 women will be diagnosed this year and 75% of those cases will occur in people with no known risk factors. It is not known what causes breast cancer but it is known that early detection saves lives. Mammograms, regular breast self examinations and annual clinical exams are the best known early detection methods.

ISSUES / PROGRAMS LIST

HEALTH (CONT'D)

Issue: Self Improvement
Program: Public File
Date: May 2, 1999
Time: 6:00A-6:30A

Description: The author of "Follow Your Heart: Finding Purpose in Your Life & Work" encourages people to do what they love and discovering their own power. The book explores why happy people are happy, and how anyone can be happy and at peace with themselves. The guest believes that once an individual has the tools, it is much easier to be happy and successful than it is to be miserable. He writes that the people in our life are our teachers, and that even when life is not simple you can learn to handle it better. The books ten concepts involve the idea that our mission in life is not to change the world but rather to change ourselves.

Issue: Autism
Program: Public File
Date: May 2, 1999
Time: 6:30A-7:00A

Description: Autism is a neurological disorder, with no know cause or cure, which causes severe mental, social and emotional deficits. It effects 1 in 300 children and is now the third most common childhood disorder. Autism is a mysterious, devastating disease for parents because infants most often appear normal, and the telltale signs often do not become apparent or worrisome until 18-24 months of age. In the last 10 years, children being diagnosed with autism in California has risen 273%. FEAT is a group of parents, educators and other professionals dedicated to providing world class education, advocacy and support for the autism community.

Issue: Managing Emotions / Stress, Anger, Anxiety and Fear
Program: Public File
Date: May 16, 1999
Time: 6:00A-6:30A

Description: The guest discusses breakthrough discoveries on the heart and how they have resulted in new and easy ways for managing emotions. The research contends that the brain obeys messages that are being sent from the "brain in the heart" and that the heart is a sensitive instrument which processes information. With every beat, intricate messages are being sent to the brain and other bodily systems. The guests discusses how to learn to utilize the heart's intelligence with benefits like more clarity, productivity and creativity. Physical health benefits include increased immune system efficiency, more balanced hormones and increased levels of DHEA.

ISSUES / PROGRAMS LIST

HEALTH (CONT'D)

Issue: Stroke Awareness
Program: Public File
Date: May 23, 1999
Time: 6:30A-7:00A

Description: May is Stroke Awareness Month, so the California Pharmacists Association Academy of Pharmacy Specialties and the American Stroke Association are collaborating to educate people about stroke and the importance of pharmaceutical care with regards to disease management and prevention. More than 600,000 people have a stroke each year in the United States. Stroke is the third leading cause of death and the leading cause of serious, long-term disability in the United States. Treating a stroke at its beginning stages can prevent permanent disability and save lives.

Issue: Water Safety
Program: Public File
Date: May 30, 1999
Time: 6:30A-7:00A

Description: In the summer months, deaths from drowning increase dramatically. Drowning is the second leading cause of death from unintentional injuries for youths ages 5-24. The local Red Cross is offering its "Save-A-Life" summer campaign, an educational and interactive initiative that reaches out to families with lifesaving information. Geared toward non-swimmers ages 3-11, their SPLASH water safety program covers five areas of water safety: public pools, boating and rivers, water parks, beaches and backyard pools. The Red Cross believes that lives can be saved this summer if people learn to swim, use caution in, on and around the water, and learn how to perform CPR if an emergency does occur.

Issue: Multiple Sclerosis
Program: Public File
Date: June 6, 1999
Time: 6:30A-7:00A

Description: Multiple Sclerosis is a disease of the central nervous system that interferes with the brain's ability to send and receive messages. About 300,000 Americans have MS. In most cases MS strikes between the ages of 20 and 40. There is no cure and its cause is still a mystery. Symptoms depend on which areas of the central nervous system have been attacked, and not all people are affected the same way, which makes diagnosis difficult. The MS Society offers a variety of services to people with MS and their families, including family support, self-help, long-term services, employment consultation and referrals to local health care professionals with MS experience.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: Earth Day
Program: Public File
Date: April 18, 1999
Time: 6:00A-6:30A

Description: Sacramento's Earth Day Festival '99 brings together dozens of educational and entertaining exhibits to honor the environment and our efforts at keeping the earth clean. The event marks the 29th annual Earth Day celebration and launches a year-long campaign leading to Earth Day 2000, the 30th anniversary. The festival is dedicated to enhancing our community commitment to social, economic, environmental and spiritual well being through celebration, education, and calls to action. The festival's theme is "New Energy for a New Era" which is a year long campaign taking place in over 38 U.S. cities. It seeks to promote the transition to renewable energy and efficient energy use.

Issue: Carpooling
Program: Public File
Date: May 9, 1999
Time: 6:30A-7:00A

Description: With gas prices skyrocketing, driving to work can be a major expense for commuters. A quick solution to help ease the cost of commuting is by sharing the ride. Carpooling just twice a week can cut commute costs by 40%. SACOG's Rideshare Program serves the greater Sacramento area and its surrounding counties. Commuters are matched based on trip origin, destination and schedule. A free matchlist gives callers a list of other people with similar commutes. Ridesharing saves money on gas, reduces wear and tear on vehicles, and reduces pollution and road congestion.

Issue: Recycling
Program: Public File
Date: May 23, 1999
Time: 6:00A-6:30A

Description: The Dept. Of Conservation administers a variety of programs vital to California's public safety, environment and economy. They believe that the decrease in recycling rates for California Redemption Value beverage containers is partly the result of Californians' changing lifestyles. Their new awareness campaign is designed to encourage away from home recycling on the 16 and 20 ounce plastic containers that have become so popular.

Issue: The History of the Railroad
Program: Public File
Date: June 20, 1999
Time: 6:00A-6:30A

Description: California's history is inextricably intertwined with the expansion of our nation's railroad system. In fact, Sacramento was the birthplace of railroading in the western United States nearly 150 years ago. Railfair '99 is the largest historical railroad event in the modern era. The heart of the event is a gathering of historic locomotives and cars from dozens of museums, individuals and railroads. Themes center around the early promise of the railroad, the country's travel to the west, contributions railroads have made in making America modern and the future of the railroad into the next millennium.

ISSUES / PROGRAMS LIST

MINORITIES, WOMEN & AGING

Issue: Breast Cancer
Program: Public File
Date: April 11, 1999
Time: 6:00A-6:30A

Description: The Race for the Cure raises money for breast cancer research, education, treatment and screening. Breast cancer is the leading killer of women age 35-54. Almost 44,000 women die every year in the United States from this disease. 182,200 women will be diagnosed this year and 75% of those cases will occur in people with no known risk factors. It is not known what causes breast cancer but it is known that early detection saves lives. Mammograms, regular breast self examinations and annual clinical exams are the best known early detection methods.

Issue: Recovery Happens
Program: Public File
Date: June 13, 1999
Time: 6:30A-7:00A

Description: Substance abuse is a major public health problem that affects millions of people and places enormous financial and social burdens on society. The purpose of the California Association of Addiction Recovery Resources "Recovery Happens" campaign is to stress the successful recovery from alcohol and drug addiction of multitudes of individuals, families and communities. It highlights recovery successes at the individual, family and community levels. The annual event stresses the success of prevention and treatment programs throughout the state of California, such as the Amigas Recovery Home for Women.

Issue: Women in California History
Program: Public File
Date: June 27, 1999
Time: 6:30-7:00A

Description: The guest's book brings alive the drama, tragedy, and poignancy of the California Gold Rush. The book coincides with the California Gold Rush Sesquicentennial commemorating the 1848 Gold Discovery, the 1849 Gold Rush and California Statehood in 1850. The book addresses the interaction between women and the historical dominance of women. It is also about learning how women helped settle the West. The guest maintains that women's lives and stories have often been omitted from history books. This well researched book attempts to pass along to the reader the best and the worst of women's history during the Gold Rush.

ISSUES / PROGRAMS LIST

CRIME

Issue: Domestic Violence
Program: Public File
Date: April 25, 1999
Time: 6:30A-7:00A

Description: WEAVE's mission is to reduce victim trauma, promote recovery and decrease the incidence of domestic violence and sexual assault in our community. While WEAVE provides immediate help to the victims of violence, it also is committed to changing societal attitudes and beliefs which condone and perpetuate violence against women. The organization works towards creating an atmosphere of zero tolerance for domestic violence and sexual assault in our community. To date, the AT&T Golf Classic benefitting WEAVE has raised over \$200,000 for WEAVE's work with the victims of domestic violence, especially the children.

Issue: Graffiti Abatement
Program: Public File
Date: June 27, 1999
Time: 6:30A-7:00A

Description: It is estimated that the nation spent more than 6 billion dollars in public funding last year to remove graffiti. Sacramento has adopted a zero tolerance policy toward graffiti. The non-profit agency teams up with public agencies and troubled youths, some of whom are convicted graffiti vandals, who need to fulfill community service requirements. Their goal is to cover up graffiti quickly. They try to respond to calls from businesses or individuals within 24 hours. Law enforcement agencies advise that removing graffiti immediately thwarts gangs that use it to communicate. The guest and his young teams have painted over miles and miles of vandalized walls. They cover the whole wall because they have found that patches only attract more vandalism.

ISSUES / PROGRAMS LIST

DRUG ABUSE

Issue: Recovery Happens
Program: Public File
Date: June 13, 1999
Time: 6:30A-7:00A

Description: Substance abuse is a major public health problem that affects millions of people and places enormous financial and social burdens on society. The purpose of the California Association of Addiction Recovery Resources "Recovery Happens" campaign is to stress the successful recovery from alcohol and drug addiction of multitudes of individuals, families and communities. It highlights recovery successes at the individual, family and community levels. The annual event stresses the success of prevention and treatment programs throughout the state of California, such as the Amigas Recovery Home for Women.

ISSUES / PROGRAMS LIST

HOUSING

Issue: Ending Homelessness
Program: Public File
Date: April 18, 1999
Time: 6:30A-7:00A

Description: Sacramento Cottage Housing, Inc. provides a clean and sober living environment for formerly homeless men, women and children. The residents work together, and with a professional staff, they identify and solve the problems that led to their homelessness. Residents participate in a program that includes life skills classes, individual and group counseling, education and job training, as well as substance abuse prevention services, all right on site. The organization believes that if the underlying causes of a person's homelessness are not addressed, there is nothing to stop the pattern from repeating and resulting in a lifetime of homelessness, hospitalization or incarceration.

Issue: Affordable Housing
Program: Public File
Date: May 30, 1999
Time: 6:00A-6:30A

Description: The Sacramento Housing Alliance seeks to increase public awareness of the importance of affordable housing in the area. Working families, grandparents, and young children and their mothers are among the people living in the Sacramento region's affordable housing developments. Increased costs, restrictive government policies and neighborhood resistance create major obstacles for those who would build affordable housing, but without affordable housing, many citizens face overcrowded and substandard shelter as their only alternative. Affordable Housing Week includes a series of informational workshops on home ownership as well as open houses at various housing developments offering affordable housing.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY

Issue: Autism
Program: Public File
Date: May 2, 1999
Time: 6:30A-7:00A

Description: Autism is a neurological disorder, with no know cause or cure, which causes severe mental, social and emotional deficits. It effects 1 in 300 children and is now the third most common childhood disorder. Autism is a mysterious, devastating disease for parents because infants most often appear normal, and the telltale signs often do not become apparent or worrisome until 18-24 months of age. In the last 10 years, children being diagnosed with autism in California has risen 273%. FEAT is a group of parents, educators and other professionals dedicated to providing world class education, advocacy and support for the autism community.

Issue: Abused Children Assistance
Program: Public File
Date: May 9, 1999
Time: 6:00A-6:30A

Description: The Sacramento Children's Home provides services to abused and troubled children through its residential treatment programs and support to families through community-based preservation and prevention programs. Their residential program provides full time therapeutic institutional care for more than 80 children ages 6 years and older who are experiencing severe social, emotional and/or family problems. The Family Unity program helps families where a child or children is at risk of abuse, neglect or has a behavioral problem which could lead to out-of-home placement.

Issue: Safe, Affordable Child Care
Program: Public File
Date: June 6, 1999
Time: 6:00A-6:30A

Description: A substantial majority of Californians believe that quality child care is important and has a major impact on children from birth through age 6, however most consider it unaffordable and hard to find. Although lack of trust is the most common reason parents do not use outside child care services, cost and a lack of availability were rated as the next 2 reasons cited in a statewide public poll commissioned by the California Department of Education. The CDE has launched a three-year, statewide consumer education campaign. The "Care About Quality" campaign will promote quality child care and assist parents in locating child care resources in their community.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (CONT'D)

Issue: Shriner's Hospital Fundraiser
Program: Public File
Date: June 13, 1999
Time: 6:00A-6:30A

Description: Sacramento Shriner's Hospital is the newest addition to the 22 hospital pediatric healthcare system. It is the only hospital in the system that houses facilities for treatment of all three Shriner specialties: spinal cord injuries, orthopedics, and burns. Like all Shriner's Hospitals, there is never a charge for any of the services and housing facilities are available to the families of children who are hospitalized for extended periods of time. The fundraiser will benefit programs that promote awareness of the programs and services of the Shriner's.

ISSUES / PROGRAMS LIST

EDUCATION

Issue: Your Preschool Child
Program: The Parent's Journal
Date: April 14, 1999
Time: 6:00A-7:00A

Guest: Patti Greenburg Wollman, Director of a preschool and author of *Behind The Playdough Curtain*, and *I'm Afraid Of The Vampire State Building*.

Issue: Teaching Young Children Manners
Program: The Parent's Journal
Date: April 14, 1999
Time: 6:00A-7:00A

Guest: Bob McGrath, host of PBS's Sesame Street and author of *Uh Oh! Gotta Go! Oops! Excuse Me Please! And Other Mannerly Tales*

Issue: Your Baby's Brain - How Parenting & Genetics Play A Role In Your Child's Development
Program: The Parent's Journal
Date: April 21, 1999
Time: 6:00A-7:00A

Guest: Ann B. Barnet, MD, co-author of *The Youngest Minds: Parenting & Genes In The Development Of Intellect & Emotion*.

Issue: Almost Grown, Sending Your High Schooler Off To College
Program: The Parent's Journal
Date: April 21, 1999
Time: 6:00A-7:00A

Guest: Patricia Pasick, author of *Almost Grown: Launching Your Child From High School To College*.

Issue: Raising & Educating Your Child In Today's Changing World.
Program: The Parent's Journal
Date: April 28, 1999
Time: 6:00A-7:00A

Guest: David Elkind, Ph.D., professor of Child Development at Tufts University and author of over 10 parenting books including, *The Hurried Child*, *Ties That Stress*, and his latest *Reinventing Childhood*.

Issue: Helping Your Teen Navigate High School
Program: The Parent's Journal
Date: May 19, 1999
Time: 6:00A-7:00A

Guest: Susan Lieberman, author of *The Real High School Handbook: How To Survive, Thrive, And Prepare For What's Next*.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: Music & Children
Program: The Parent's Journal
Date: June 2, 1999
Time: 6:00A-7:00A

Guest: Amy Goldin, Music Educator at New York University and Musical Theatre teacher.

Issue: Public Schools... What Should Parent's Look For In A School?
Program: The Parent's Journal
Date: June 9, 1999
Time: 6:00A-7:00A

Guest: Jay Matthews, Education Reporter for the Washington Post. Author of *Class Struggle: What's Wrong (And Right) With America's Best Public Schools*.

Issue: Your Child & The Information Super Highway... The PC Dads Guide To Becoming A Computer Smart Parent
Program: The Parent's Journal
Date: June 16, 1999
Time: 6:00A-7:00A

Guest: Mark Ivey & Ralph Bond, the "PC Dads".

Issue: Reading Time - When Is It Time To Move From Picture Books To Word Books?
Program: The Parent's Journal
Date: June 23, 1999
Time: 6:00A-7:00A

Guest: Dr. Leslie Holt, St. Louis Public Library.

ISSUES / PROGRAMS LIST

ECONOMY

Issue: How To Raise Kids Without Going Broke
Program: The Parent's Journal
Date: May 12, 1999
Time: 6:00A-7:00A

Guest: Peter Finch & Delia Marshall, co-authors of *How To Raise Kids Without Going Broke: The Complete Financial Guide For Parents.*

Issue: Work & Family
Program: The Parent's Journal
Date: May 26, 1999
Time: 6:00A-7:00A

Guest: Sue Shellenbarger, author of *Work & Family: Essays From The Work & Family column of the Wall Street Journal.*

Issue: Teaching Your Children To Save Money For The Future
Program: The Parent's Journal
Date: June 9, 1999
Time: 6:00A-7:00A

Guest: Elaine Wyatt, author & financial expert.

ISSUES / PROGRAMS LIST

HEALTH

Issue: Babies and Colic
Program: The Parent's Journal
Date: April 7, 1999
Time: 6:00A-7:00A

Guest: Maureen Keef, Ph.D., RN, FAAN, Dean of College of Nursing, Medical University of South Carolina talked about the new approaches to infant irritability.

Issue: Parenting A Deaf Child
Program: The Parent's Journal
Date: April 7, 1999
Time: 6:00A-7:00A

Guest: Virginia Frazier-Maiwald and Lenore M. Williams, MA, co-author of *Keys To Raising A Deaf Child*.

Issue: Coping With A Picky Eater
Program: The Parent's Journal
Date: May 5, 1999
Time: 6:00A-7:00A

Guest: William G. Wilkoff, MD., author of *Coping With A Picky Eater: A Guide For The Perplexed Parent*.

Issue: Once A Month Cooking - "Frozen Assets: How To Cook For A Day and Eat For A Month"
Program: The Parent's Journal
Date: June 2, 1999
Time: 6:00A-7:00A

Guest: Deborah Taylor-Hough

Issue: Avoiding Activity Overload For Your Children
Program: The Parent's Journal
Date: June 16, 1999
Time: 6:00A-7:00A

Guest: Julie Ross, MA Director of Parenting Horizons, a counseling practice in New York City and author of *Now What Do I Do? A Guide to Parenting Elementary-Aged Children*.

Issue: Attention Deficit Disorder & The Alternative Treatments Available
Program: The Parent's Journal
Date: June 23, 1999
Time: 6:00A-7:00A

Guest: Dr. Grad Flick, Ph.D., Psychologist, Director of the ADD Clinic in Biloxi, Mississippi.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: Oh - That Baby Face - Baby Skin Care
Program: The Parent's Journal
Date: June 30, 1999
Time: 6:00A-7:00A

Guest: Dr. Joan Linhardt, Pediatrician from Highland Heights Kentucky.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY AND TRANSPORTATION

Issue: Weekend Travel With Kids - Tips That Really Work
Program: The Parent's Journal
Date: April 21, 1999
Time: 6:00A-7:00A

Guest: Mary Rodgers Bundren, author of *Travel Wise With Children: 101 Educational Travel Tips For Families*.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY

Issue: Parent's Notes
Program: The Parent's Journal
Date: April 7, 1999
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

Issue: The Parent / Child Relationship
Program: The Parent's Journal
Date: April 7, 1999
Time: 6:00A-7:00A

Guest: Anthony Wolfe, Ph.D., Clinical Psychologist and author of *The Parent / Child Relationship*, and *Get Out Of My Life! But First, Can You Take Me And Cheryl To The Mall?*

Issue: Parent's Notes
Program: The Parent's Journal
Date: April 14, 1999
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

Issue: Are Kids Growing Up Too Fast? How Parents Can Help Their Kids Be Kids
Program: The Parent's Journal
Date: April 14, 1999
Time: 6:00A-7:00A

Guest: Diane Ehrensaft, Ph.D., Developmental and Clinical Psychologist at the Wright Institute in Berkeley, California. Author of *Spoiling Childhood*.

Issue: Teaching Young Children Manners
Program: The Parent's Journal
Date: April 14, 1999
Time: 6:00A-7:00A

Guest: Bob McGrath, host of PBS's Sesame Street and author of *Uh Oh! Gotta Go! Oops! Excuse Me Please! And Other Mannerly Tales*

Issue: Your Baby's Brain - How Parenting & Genetics Play A Role In Your Child's Development
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Guest: Ann B. Barnet, MD, co-author of *The Youngest Minds: Parenting & Genes In The Development Of Intellect & Emotion*.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: Parent's Notes
Program: The Parent's Journal
Date: April 21, 1999
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

Issue: Parent's Notes
Program: The Parent's Journal
Date: April 28, 1999
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

Issue: Fitting In - Ages 7 - 10 & The Importance Of Friendships
Program: The Parent's Journal
Date: April 28, 1999
Time: 6:00A-7:00A

Guest: Stephen Nowicki, Chairman of the Department of Psychology at Emory University & co-author of *Helping The Child Who Doesn't Fit In* and *Teaching Your Child The Language of Social Success*.

Issue: Making The Morning Routine Run Smoothly
Program: The Parent's Journal
Date: April 28, 1999
Time: 6:00A-7:00A

Guest: Julie Ross, MA, author of *Now What Do I Do? A Guide To Parenting Your Elementary-Aged Children*.

Issue: Kid 101: Practical Parenting Tips For Everyday Problems Families Face
Program: The Parent's Journal
Date: May 5, 1999
Time: 6:00A-7:00A

Guest: Elizabeth Pantley, President of Better Beginnings, Inc., a family resource and education company. She's also the author of *Perfect Parenting: The Dictionary of 1,000 Parenting Tips*.

Issue: Parent's Notes
Program: The Parent's Journal
Date: May 5, 1999
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: Maintaining Your Unique Family
Program: The Parent's Journal
Date: May 5, 1999
Time: 6:00A-7:00A

Guest: Mary Pipher, author of *Reviving Ophelia* and *In The Shelter of Each Other*.

Issue: Coping With A Picky Eater
Program: The Parent's Journal
Date: May 5, 1999
Time: 6:00A-7:00A

Guest: William G. Wilkoff, MD., author of *Coping With A Picky Eater: A Guide For The Perplexed Parent*.

Issue: Parent's Notes
Program: The Parent's Journal
Date: May 12, 1999
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

Issue: Win Win Discipline
Program: The Parent's Journal
Date: May 12, 1999
Time: 6:00A-7:00A

Guest: Jane Nelson, Ed.D., author of *Positive Discipline* and the Positive Discipline series of books for parents.

Issue: Kids & Security
Program: The Parent's Journal
Date: May 12, 1999
Time: 6:00A-7:00A

Guest: Ginger McCann, family counselor.

Issue: Parent's Notes
Program: The Parent's Journal
Date: May 19, 1999
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: The Self Confident Child
Program: The Parent's Journal
Date: May 19, 1999
Time: 6:00A-7:00A

Guest: Marianne Neifert, MD., Pediatrician at Columbia Presbyterian / St. Luke's Medical Center in Denver. "Dr. Mom" with Parent Time Website and Parenting Magazine.

Issue: Helping Kids Cope With Disappointment
Program: The Parent's Journal
Date: May 19, 1999
Time: 6:00A-7:00A

Guest: Terri Apter, Ph.D., author of *The Confident Child: A Practical, Compassionate Guide*.

Issue: Parent's Notes
Program: The Parent's Journal
Date: May 26, 1999
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

Issue: Being A Fair Parent
Program: The Parent's Journal
Date: May 26, 1999
Time: 6:00A-7:00A

Guest: Elaine Mazlish & Adele Faber, co-authors of *Siblings Without Rivalry: How To Help Your Children Live Together So You Can Live Too*, and *Between Brothers & Sisters*.

Issue: Tips For Being A Good Stepparent
Program: The Parent's Journal
Date: May 26, 1999
Time: 6:00A-7:00A

Guest: Judy Ford, co-author of *Wonderful Ways To Be A Stepparent*, *Wonderful Ways To Love A Child*, and *Wonderful Ways To Love A Teen*.

Issue: Parent's Notes
Program: The Parent's Journal
Date: June 2, 1999
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: Twine: What's The Real Connection
Program: The Parent's Journal
Date: June 2, 1999
Time: 6:00A-7:00A

Guest: Dr. Nancy Segal, Ph.D., Professor Developmental Psychology, Director of Twin Studies.

Issue: Equal Shared Parenting - Can It Work?
Program: The Parent's Journal
Date: June 9, 1999
Time: 6:00A-7:00A

Guest: Francine M. Deutsch, author and Professor of Psychology and Education at Mount Holyoke College.

Issue: Leaving Behind A Legacy For Your Children
Program: The Parent's Journal
Date: June 16, 1999
Time: 6:00A-7:00A

Guest: Barrie Sanford Greiff, M.D., author of *Legacy: The Giving Of Life's Greatest Treasures*.

Issue: Parent's Notes
Program: The Parent's Journal
Date: June 16, 1999
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

Issue: Getting Dressed By Yourself
Program: The Parent's Journal
Date: June 23, 1999
Time: 6:00A-7:00A

Guest: Dr. William Garrison, Director of Behavioral & Developmental Pediatrics at University of Massachusetts.

Issue: Parent's Notes
Program: The Parent's Journal
Date: June 23, 1999
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: Raising Kids Of All Ages
Program: The Parent's Journal
Date: June 30, 1999
Time: 6:00A-7:00A

Guest: Sheila Ellison, author of *365 Ways To Raise Great Kids - Activities For Growing Bright, Caring, Honest, Respectful & Creative Children.*

Issue: Parent's Notes
Program: The Parent's Journal
Date: June 30, 1999
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

Issue: Choosing A Pet That's Perfect For Your Family
Program: The Parent's Journal
Date: June 30, 1999
Time: 6:00A-7:00A

Guest: Mary Jane Checchi, Attorney, Animal Advocate

PUBLIC SERVICE ANNOUNCEMENTS

KSEG, KSSJ and KDND rotate public service announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<u>KSSJ</u>	<u>KSEG</u>	<u>KDND</u>
Volunteers in Victim Assistance	6	7	6
Greater Sacramento Urban League	9	4	7
Food for Families	7	6	6
Sacramento AIDS Foundation	7	7	7
Caring About Kids	5	8	7
Salvation Army	6	7	4
Sacramento Blood Center	7	8	5
County & City of Sacramento	6	8	7
Center for Substance Abuse Treatment	8	7	6
Solano Adult Literacy Program	7	7	7
American Heart Association	6	8	7
Sacramento Children's Home Guild	8	6	8
Narconon	8	5	6
American Red Cross Sierra Chapter	7	7	8
People Reaching Out	7	8	6
California Youth Crisis	7	5	6
United Cerebral Palsy Association	8	8	6
Stanford Settlement	6	6	6
Child & Family Institute	6	8	5
Big Brothers / Big Sisters	5	5	8
American Cancer Society	6	7	7
Independent Adoption Center	6	8	7
Leukemia Society of America	7	7	7
Sacramento County 4-H Club	5	9	6

(CONTINUED ON NEXT PAGE)

	<u>KSSJ</u>	<u>KSEG</u>	<u>KDND</u>
YMCA	7	8	7
Golden State Donor Services	7	8	6
Sacramento Society for the Blind	5	5	7
Sacramento Shriner's Hospital	5	7	8
Sacramento Zoo	5	6	4
The Alzheimer's Aid Society	7	7	8
Sacramento Crisis Nursery	8	5	7
Wind Youth Center	4	5	8
WEAVE	6	4	9
Juvenile Diabetes Foundation	7	8	7
Tri-Visual Services	5	8	7
American Lung Association	6	8	7

NEWS DEPARTMENT

KDND airs newscasts twice an hour during Morning Drive, beginning at 5:50am and running until 8:50am, for a total of approximately 375 newscasts per quarter. The reports are roughly 2 minutes in length and include international, national and local news as well as a sports update, a detailed traffic report, and local weather information. The content of the news stories ranges from major national and international headlines to issues that directly and specifically affect the greater Sacramento area. Health issues, entertainment and human interest stories are also included as they occur. On an average each newscast is made up of six stories for a total of over 2300 topics per quarter.

APPEARANCES, EVENTS & FUNDRAISERS

Entercom / Sacramento continues to play an active role on the Big Brothers / Big Sisters of the Greater Sacramento Area's Board of Directors and Advisory Board. In addition, Entercom donated the use of their studio and their production director's time to record and produce Big Brothers / Big Sisters radio spots to be aired throughout the Sacramento market on all stations.

Entercom / Sacramento continues to be involved in the Encina High School Academy of Business Careers Media Mentoring program, where employees from the company provide at-risk teens with the tools for and insight into the areas of media communication. The goal of the program is to provide relevant, challenging training for the students so they may leave the program with entry-level employment skills.

Approximately \$14,000 in proceeds from two Entercom station summer concerts, the Endfest (KDND) and the 98 Rock Jamboree (KRXQ), benefited Big Brothers / Big Sisters of the Greater Sacramento Area.

In May, Entercom / Sacramento employees participated in the Human Race and raised over \$2,000 for the Wind Youth Center, a shelter for homeless and runaway teens.

Entercom / Sacramento donated the use of their studio and their Production Director's time to record and produce Public Service Announcements in support of the 1999 AT&T Golf Classic benefiting WEAVE (Women Escaping a Violent Environment). The tournament raised over \$70,000.

Entercom / Sacramento donated the use of their studio, on-air talent and Production Director to record and produce Public Service Announcements in support of an upcoming blood drive which seeks to collect 1,000 units of blood in one day, making it the largest blood drive in Northern California.

The creation of "Project Cool", a joint effort between the Joe Morgan Youth Foundation, Big Brothers / Big Sisters of Greater Sacramento, the Roseville Police Department, the Roseville City Schools and Entercom / Sacramento, was announced on May 9, 1999. The mentoring program is designed to develop, through one-on-one relationships, those skills and attitudes necessary for positive youth development. The Roseville facility will enable kids in Placer County to have a place to play, learn and "hang out" in a safe and supportive environment.

Environmental Clean-Up Day: Entercom / Sacramento staff volunteered their time to remove garbage and non-native invasive plant species from along the American River Parkway.